

# Geovanny Escaf

## Shopify Frontend Developer

+1 (223) 219-2524 @ geovannyescaf@gmail.com <https://www.linkedin.com/in/geovanny-escaf-1585b32b6/> New York, US

### SUMMARY

Shopify Plus Developer with 5+ years of experience delivering high-quality ecommerce solutions across agency and in-house environments. Expert in Liquid, HTML5, CSS3/SCSS, JavaScript (ES6+), Vue.js, and React.js, with hands-on Shopify Plus experience including Checkout Extensibility, Shopify Functions, Markets, and B2B. Proven ability to migrate stores, build custom themes and landing pages from Figma/PSD designs, optimize SEO performance, and collaborate cross-functionally in Agile teams to drive performance and growth for DTC storefronts

### EXPERIENCE

#### Shopify Developer

Fortuitas 05/2025 - 07/2026

- Collaborated closely with project managers and designers to develop and launch Shopify stores aligned with client requirements and project goals
- Customized purchased Shopify themes by adding new features, removing unnecessary settings, and creating tailored sections and blocks to support business needs
- Built custom landing pages and frontend components from PSD and Figma designs using HTML, CSS, JavaScript, and occasionally Tailwind CSS
- Translated design concepts into responsive, user-friendly storefront experiences while maintaining brand consistency and improving overall site usability

#### Shopify Developer

Beauty Industry Group 09/2022 - 04/2025

- Maintained and enhanced multiple Shopify stores within the Beauty Industry Group portfolio, working across different themes and storefront configurations
- Improved organic traffic by 20% through schema markup implementation and reduced bounce rate by 12% via landing page optimizations across 3 stores
- Built custom landing pages from Figma designs using HTML5 and CSS3, translating design concepts into responsive frontend experiences

#### Shopify Developer

The Stable 12/2021 - 08/2022

- Upgraded legacy Shopify 1.0 Liquid templates to Shopify 2.0 themes using JSON templates and Online Store 2.0 "sections everywhere" architecture
- Built custom frontend components and features using Vue.js, React.js, and SCSS to support client-specific storefront functionality and design needs
- Worked within an Agile development environment, participating in daily stand-ups to communicate progress, priorities, and blockers with cross-functional team members

#### Shopify Frontend Developer

BVA - Acquired by The Stable 08/2020 - 12/2021

- Worked on BVA's proprietary Shopify theme built with Liquid, Vue.js, and Gulp, contributing to ongoing frontend development and maintenance.
- Improved storefront functionality and user experience by resolving bug-fix tickets and supporting 10+ Shopify store builds.

### CERTIFICATIONS

#### Shopify Development Fundamentals

Shopify

### KEY ACHIEVEMENTS

#### Frontend Component Development

Developed 10+ custom storefront components using Vue.js, enhancing frontend functionality significantly.

#### Store Migration Accomplishment

Migrated 5 stores to Shopify 2.0, utilizing advanced Liquid and JSON templates.

#### Landing Page Optimization

Reduced bounce rate by 12% across 3 stores using landing page optimization.

### EDUCATION

#### MBA • Finance & Accounting

The University of Chicago Booth School of Business

05/2019 - 06/2021

### SKILLS

#### Frontend

JavaScript (ES6+), Liquid, React.js, Responsive Design, SCSS/Sass, Semantic HTML, Tailwind CSS, TypeScript, Vue.js, Performance Optimization, A/B Testing Implementation, Accessibility Compliance, Unit/Integration Testing

#### Backend

Admin GraphQL API, Node.js/TypeScript, Python, REST API, Ruby, Webhook

#### Shopify Plus

Checkout Extensibility, Markets, Shopify B2B, Shopify Functions

#### Tools

Claude Code, Cursor, Figma, Git, Jira, Notion, Slack